

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. II.

NEW YORK, MARCH 19, 1890.

No. 23.

Level-Headed

Business Men.

Seek the BEST legal talent—in their judgment,
the best is the cheapest.

Why doesn't the same principle apply to
newspaper advertising.

We mean to use all our advantages in the
interest of our customers.

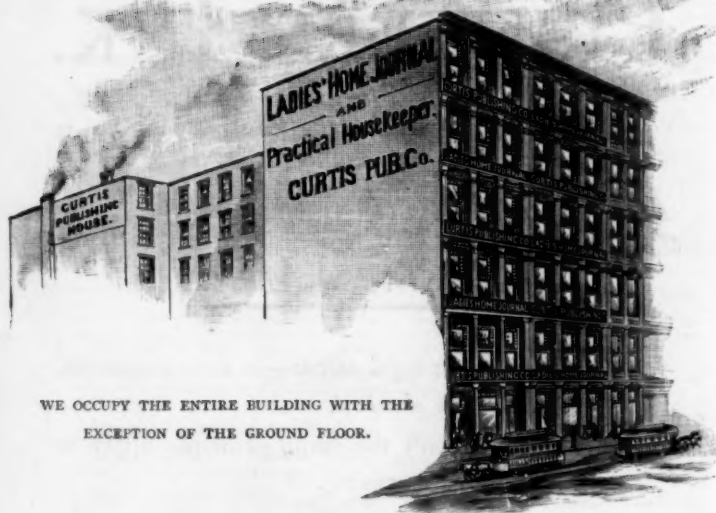
We have no "LISTS" or "COMBINATIONS" of papers, the space of which is controlled by us. We are only human; and if we had to pay out money every month for space in papers that we "CONTROLLED," we fear we'd lose our common sense and be tempted to try and make every advertiser believe our special list was best for him, and if he thought at all, he couldn't help concluding we lacked either good judgment or fair intentions.

N. W. AYER & SON,

Newspaper Advertising Agents,

Times Building.

PHILADELPHIA.



WE OCCUPY THE ENTIRE BUILDING WITH THE
EXCEPTION OF THE GROUND FLOOR.

The largest publishing house in the world devoted exclusively to the business of one periodical.

Average circulation during 1889,

542,500 Copies Each Issue.

Largest days mail received, nearly 13,000 yearly subscribers. As high as 10,000 letters have been received in a single day.

**CURTIS PUBLISHING COMPANY,
Philadelphia, Pa.**

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AT THE NEW YORK POST OFFICE AS SECOND-CLASS MAIL-MATTER.

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A. FRANK RICHARDSON.

"THE THREE TELEGRAMS." same management, they had a common origin, and for that reason it is likely that they will always be more or less associated in the public mind. Certainly they will be in the minds of advertisers so long as the New York office of all three continues under the energetic management of A. Frank Richardson, whose portrait appears above.

The alliterative combination of Sunday newspapers, known as "The Three Telegrams," is an interesting, and, in some respects, a unique feature of modern journalism. Although the Elmira, the Harrisburg and the Albany *Telegrams* are not now all under the

The *Elmira Telegram*, by reason of its being the oldest and the most widely circulating paper of the three, is entitled to precedence. It was started in 1879 in a small way, with an actual cash capital of \$75 and a first edition of 1,800. From such a beginning the paper has grown until, at the present time, it is asserted to have a circulation of nearly 150,000, which makes a substantial basis for its claim to a position as the "second Sunday paper of America." It has a plant valued at \$300,000, and its annual business is stated to be over \$200,000. Besides employing one hundred persons at its home office, it has thoroughly equipped branch offices in Buffalo, Rochester, Syracuse, Binghamton and Wilkesbarre. Its plant includes two Bullock perfecting presses, duplicate 50-horse-power engines and boilers and three electric-light dynamos. A complete jobbing department and a photo-engraving plant have been added to its facilities. The Telegram Company are the owners, Charles Hazard is the editor, and Harry S. Brooks is the business manager. No better example of the old adage about great oaks and little acorns could be required than the ten years' growth of the *Elmira Telegram*.

Like its *Elmira* namesake, the beginning of the *Harrisburg Telegram* was anything but pretentious. Although efforts to establish a Sunday paper in Harrisburg had been uniformly unsuccessful, Messrs. Brooks, Hazard and Hill made another effort in the latter part of 1882 by establishing the *Harrisburg Telegram* as a branch of their *Elmira* property. The venture prospered, and in 1885 they sold out to Will F. Jordan and James M. Place, who had been the managers for the previous year. Mr. Jordan became the sole owner of the concern on the first of the present year. The editor is J. J. McLauren. Its original quarters of a little room on the top floor of a building occupied by a local daily have grown to a handsome establishment valued at \$60,000. Its sworn circulation is over 50,000 copies a week.

The *Albany Telegram*, the latest outgrowth of the *Elmira Telegram*, has now been in existence just about four years. Its pay list includes the names of fifty employees, and it claims to be making money "hand over fist." Its plant is valued at \$75,000, while its annual business is considerably in excess of this sum. This paper has been

largely extending its field. In the summer of 1889 an office was opened at Gloversville, N. Y., for the purpose of printing a special edition for Fulton County, and 4,000 *Telegrams* are now circulated in this field alone. On January 20, 1890, another office was opened at Springfield, Mass., and similar arrangements are now under way in the direction of Worcester, Hartford, Syracuse and other places. The business manager of the *Albany Telegram* is James Hill, and the editor is John Moore. It claims a circulation in excess of 50,000, making a combined circulation for "The Three *Telegrams*" of 250,000. Of this total, 200,000 circulate in the States of New York and Pennsylvania alone.

Better commentary upon the vexed question of Sunday journalism could not be given than the growth of the *Elmira*, the *Harrisburg* and the *Albany Telegrams*, all coming within the past decade.

A CANADIAN ADVERTISE- MENT.

Puzzle advertisements are rarely met with nowadays, but men are sometimes found who are willing to pay for the insertion of such an advertising curiosity as the following item clipped from a Trenton, Ontario, paper. The cipher may be made intelligible by reading the letters consecutively with spaces at proper intervals.

A MYSTERIOUS DISCOVERY.

While some of the corporation workmen were excavating a trench on Dundas street, at a depth of about five feet they came upon a lead plate containing an inscription, roughly engraved, in an unknown tongue, though in the English characters. Carefully copied, it appears thus:

. . . ify . ourw . antat . ip t . opcu . po . fte .
ayo . umu . stba . yita . thawl . ey . s . te
. asto . redu . nda . ast . re . ett . re nto . n

It is a great puzzle to the oldest inhabitant, as well as the most learned men in town, who can make neither head nor tail of it. At present it is idle to speculate upon its origin or meaning. A photographic copy has been made of it, which will be sent to-day to the President of University College, Toronto, whose antiquarian researches may furnish him with a key to the mystery.

To this a translation may very properly be attached. The cipher should be rendered: "If you want a tip-top cup of tea you must buy it at Hawley's tea store, Dundas street, Trenton."

ADVERTISING is one of those things upon which different people entertain different opinions.—*The Office.*

COMPETING ESTIMATES.

It was at one time a custom with many advertisers to keep a list of advertising agencies, and when thinking of advertising communicate with all, setting forth what was wanted and inviting from each an estimate, with the intention of awarding the contract to the lowest bidder. Some advertisers would select from each estimate such papers as were quoted lowest, and thus divide the order among several competing agencies. This was a policy which any advertiser had a right to pursue; but its results were rarely what had been hoped for. It was often found to be possible to make an advertisement technically in accordance with a careful specification, and still poor and unsatisfactory.

At the present day the leading advertising agencies do not undertake to guarantee the acceptance of any advertisement by a newspaper. The "estimate" prices are what the agent recommends offering the paper, and the advertiser is at liberty to cut down any price which is higher than he is willing to pay for the paper in question, or than he thinks that he would be obliged to pay if he placed the order elsewhere. At any stage of the negotiation he may erase from the list any paper which he does not desire to use at the price named. When these facts are considered there would not appear to be any advantage to be gained by inviting competition among agents. The question becomes not who will name the lowest price when making an estimate, but who will secure acceptance by the greatest number of the best class of papers on the most favorable terms.

Estimates are often called for at the offices of leading advertising agencies which would require the time of skilled assistants for whole days, and for the preparation of which a charge of \$50 or \$100 would no more than pay the actual cost. Instances have not been rare when such estimates were made when asked for, that the advertiser would pigeon hole it when it came to hand without any acknowledgment or other recognition of the service. When an advertiser undertakes not only to bring about a competition for his patronage among various advertising agencies, and also applies direct to the publishers of the newspapers whose columns he intends using, he makes it tolerably certain that his business will

be difficult to place advantageously: for when the agent sends out the order the publisher is likely to remember that he has already quoted a higher price for that particular advertisement; and will also be likely to contemplate the fact that if the order had come to him without the interposition of the agent there would then have been no deduction for an agent's commission. What wonder, then, if he refuses the order, although the price and conditions are such as would be fairly satisfactory to him under other circumstances.

It is the business of an advertising agent to create new business, to induce new men to advertise, those who are advertising a little to advertise more; but an advertising agent who understands his own interest will not undertake to secure patronage which an advertiser is placing by direct contract with a publisher, or with an agent who is serving him well. Orders which are awarded by competing estimates have generally been secured by an agent, ingenious in device, who succeeds in obtaining consent to some change in specifications—apparently slight, perhaps, but really of prime importance—or by one who believes it to be worth while to work without a profit sometimes, for the purpose of making a beginning with a new customer from whom he hopes to realize a profit in the future.

The true theory in business would appear to be that every workman should be paid for good work, and should strive to do all work so well that it shall satisfy his patron. That he should charge any more to a man who trusts him implicitly than he would when making an estimate to be compared with others does not seem to be honest. Those advertising customers who are uniformly pleased with the service rendered them by an agent, and appreciate what he can do for them, are found to be those who came to him and have placed their advertising in his hands and trusted him, because they had been led to believe that he could serve them advantageously.

Experience has conclusively shown that customers who are to be secured only by promises of a low price are not those whose patronage is best worth seeking, or who can be relied upon to know when they have been well served.

ADVERTISERS are to blame for lacking backbone. — *Herbert Booth King & Brother.*

RHETORIC IN ADVERTISING.

The question might arise,—are figures of speech and flowers of rhetoric available for use in making baits to catch purchasers? The answer is "yes" and "no."

"No," in the sense that it is not merely enough that the advertiser shall employ what is known as fine writing, which is conspicuously so. "Yes," in the sense that if he offers good bargains and offers them in a better way than anyone else, people will read, note and remember what he has to say, and as a matter of course not forget what he has to sell. The benefit done by these little things, when unconscious, and the advantage of purposely arranging them, are much greater than one who had not studied the subject would at first be disposed to admit.

Perhaps the best way to illustrate these different flowers of rhetoric, and to show where their employment gives strength and beauty, and their omission weakness, is to analyze a number of advertising lines taken at random from two or three good mediums. A good example of a well chosen and well balanced name is to be found in the *nom de theatre* "Lillian Russell." In a recent interview with that charming prima donna, the account of how she came to choose it is thus given:

"I should like to know how you came to select the name of Lillian Russell?" I interrupted.

"It was just in this way," the prima donna replied. "After it was settled that I should sing and what I should sing, Mr. Pastor said: 'And now what about the name? How shall I announce you?' I had no name in my mind to assume, and when I acknowledged as much to Mr. Pastor, he said:

"'I'll tell you what we will do. We will write a lot of names on the blackboard, and then you shall make your selection.' So the names were put up, half a dozen or more. It was something in this way," and Miss Russell wrote imaginary names in the air with her finger:

KATHARINE RUSSELL,
LILLIAN EGBERTON,
ALICE KINGSLAND.

"Like that," she resumed. "It was surprising how Lillian and Russell stood out before me in a different way from all the others. The *l's* and the

s's seemed to balance each other, and I think now almost any one will say that among a number of names on a poster that of Lillian Russell will appear most prominent of all."

"This Stove has the Best Combustion," is a good line by reason of having the double consonant *st* three times therein. "Best Construction," found in the same advertisement, is also strong for the same reason, but the line "Powerful, Elegant, Economical, Durable," which follows is quite weak.

"Barstow Stove Co." is alliterative and at the same time contains a half rhyme in the syllables that commence with the same letter, being thus doubly fortunate.

"Barstow Bay State Furnace" is alliterative and also has the strong sound of *a* repeated.

"Barstow Steel Plate Furnace," is alliterative only, and in "Barstow Crystal Fire Place Heater," we find this firm apparently determined to work that *st* into the name of as many furnaces as possible, in order to alliterate with the *st* in its own name. But in the "Hamilton Double Oven Range" of the same firm there is not one advantageous combination or arrangement; and in the "Barstow Elevated Oven Range," the repetition of the *v* is the only redeeming feature in this connection.

The words "Light Weight Suit" come well in one line, all being words of one syllable and all ending with the same consonant. The line "A Clean Sweep of our Entire Stock this Week" is good because it has in it three times the strong sound of *ee*, three *s's*, two words ending in the sound of *r*, and two ending in the sound of *k*.

"Clearing Sale of Clothing," is good only in that it has the double consonant *cl*, repeated.

The line "Hudson River Railroad," containing three *r's* hand running, is good for that reason; and that which generally follows, "The Great Four Track Trunk Line," containing two *Tr's*, is good for the same reason.

The word "Typewriting," containing the long sound of *i* twice, is a good one.

In "Sea Beach Route" we have the long *ee* sound doubled to advantage.

"Sozogont" is a good word by reason of the full vowel in it, and also because the vowel is repeated. "Zomonion" has the *o* sound doubled.

"Facial Blemishes," if pronounced aright, is benefited by the doubling of the *sh* sound.

In "Positively Never Fade or Stain," we have two *v*'s, and the long sound of *a* also repeated.

"Men, Women and Children" gathers strength from having one syllable repeated and then part of it brought in again as an echo.

The line "A Hygienic Luxury," is a heavy handicap.

"Bush's Fluid Food," gets the benefit of the sound of *u* three times.

In "W. Baker & Co.'s Breakfast Cocoa," we have the *k* sound four times; and not only that but "*co*" taken up twice as an echo.

"Children Cry for Castoria," has the edge taken off the repetition of the old phrase, by the hard *c* sound being added in the name of the article.

In "Gutta Percha Paint," we have the letter *g* twice; but more than this we have in "percha" a sound of *e* which rhymes with the *u* in "gutta."

"A Plain Brace, A Ratchet Brace, A Drill Brace, All in One," violates one rule—that about repetition of words—to get a full sounding line.

"S. A. Woods Machine Co., Wood Working Machinery," not only contain a repetition of the *w* in the words "wood working," but the entire word "*wood*" comes in also in the firm name; and more than that, the initials of the firm name spell "saw"—a wood-working implement.

These examples might be multiplied almost without number; but enough have been given to make it worth while for every advertiser to scan—literally—his own lines, and see whether every article that is at command, has been used to make them as strong and as useful as they might be.

BORIS GLAVE.

THE U. S. NEWSPAPER ADVERTISING AGENCY.

The following communication from the publishers of the *Southern Star* and the *Southern Agent*, Atlanta, Ga., speaks for itself:

CAN PRINTERS' INK tell us why the United States Newspaper Advertising Agency, at 9 Beckman street, do not pay their bills? Are they responsible? They owe us over \$50, and we cannot get any response to our numerous duns.

BARKER PUBLISHING CO.

A representative of PRINTERS' INK called at the address given and interviewed Manager L. H. Perlman. He

admitted being behind in his payments, but claimed that it was only for December advertising, or bills maturing February 1. The delay he ascribed to slow collections, mentioning one large advertiser who had failed to settle his account, but who was expected to pay soon. Mr. Perlman declined to make any statement of the finances of the concern, stating that their books were in such a condition as to render it impossible, even if he were so disposed.

"If the papers will give us time," he said, "and most of them seem inclined to do so, we will settle in full." Mr. Perlman also said that the agency was behind in their checking, so that in many instances they actually did not know whether the advertising had been properly done.

From other sources it was learned that several suits are pending against the agency. Up to November 1, 1889, Fajbush Libman was a partner in the concern. At that time he withdrew from the partnership, but failed to publish a notice of his withdrawal until about December 20. Mr. Libman is said to be solvent, and claims on contracts made prior to November 1, it is supposed, are collectable from him. It is also a question whether persons having made contracts after that time, but prior to December 20, and relying upon Mr. Libman's connection with the firm, cannot collect their bills from him.

The agency occupy a suite of offices in Temple Court and employ several clerks. Mr. Perlman says that they have no intention of going out of business, but at present are sending orders only to such papers as know them and are willing to trust them.

THE U. S. NEWSPAPER ADVERTISING AGENCY, N. Y. CITY.

March 7, 1890. Louis H. Perlman and Levi S. Manson, doing business as above, have assigned to John F. McIntyre, without preferences.

ADVERTISING, like everything else, is a matter of purchase and sale, and as such the right of the man, who contracts for space with a stated circulation, to correct information regarding that circulation, is as undeniable as the right of a buyer of a city lot to demand an abstract of title. While the average advertiser may know but little of the practical business of publishing, there are facts connected with it which he can understand and can determine their relative value to himself. Among these is the size and character of the circulation of a journal, and the publisher who misrepresents them really injures his own paper in the long run.—*Geyer's Stationer*.

PROGRESSIVE ADVERTISEMENTS.

NEWSPAPER LAWS.

STEELETON, Pa., Feb. 27, 1890.

Geo. P. Rowell & Co. :

The four accompanying cuts illustrate a curious phase of advertising. They are taken from a series which have been appearing in the Boston dailies. Each advertisement occupied a space extending over the head of three columns and two and one-half inches in depth. The fourth in the

As a newspaper publisher, I am very anxious to know if any courts (Supreme or other) have ever decided that the taking of a newspaper from an office and not paying for it is larceny. By giving me definite information on this subject through your PRINTERS' INK, or in any other way, will be greatly appreciated, as I sold out a paper a few years ago, for which I wish to adopt an effective means to collect outstanding bills.

J. R. MISSEMER.

HASTINGS, Mich., Feb. 28, 1890.

Geo. P. Rowell & Co. :

Your little journal, PRINTERS' INK, is chuck full of useful information to both editors and advertisers, and every number is carefully read by us, and many important points picked up. Will you kindly refer us, either by return letter or through next issue of PRINTERS' INK, to the latest postal law decisions, that make it larceny "to take a paper and refuse to pay for it." Knowing that a knowledge of such decision would be of vast benefit to editors all over the country, who suffer from "dead beat" subscribers, we would prefer to have you answer this letter through the columns of PRINTERS' INK, so that all may be benefited thereby.

COOK BROS.



"Old Prob." predicts clear sunshine to-morrow. Watch for it here.



"Old Prob." predicts partially clear sky for to-morrow. It will appear here. Watch for it.



"Old Prob." himself will be puzzled to-morrow. See fourth page to-morrow.



series here reproduced appeared on Sunday as the heading of a long advertisement which set forth the merits of "Ozonos" in full. It may be added that "Ozonos" is a disinfectant and an article offering few attractive "handles" for advertising purposes.

THE style of beginning a page of matter with the head "Local Briefs," started by the idiotic announcement, "Rain," and followed by six columns of paragraphs, the last about four sticks in length, without any heads, has, to the credit of the country paper, become nearly obsolete. It has been superseded by a system of display, double and single line heads, all uniform and neat, and allowing the reader to see at a glance what is in the paper, without being compelled to read over the entire page.—W. S. Scott.

Section 579 of the post-office regulations is as follows: "The liability of persons who take newspapers and periodicals coming to their address, out of a post-office, for the amount of subscription thereto, is not determined by any postal law or regulation. The post-master's duty is to deliver the matter on request, or if unclaimed or refused to dispose of it as required in sections 598 and 599." As the matter is one of considerable importance to publishers, and as a number of paragraphs have been going the rounds of the press referring to "a new postal law which makes it larceny to take a paper and refuse to pay for it," PRINTERS' INK wrote for explicit information on this point to headquarters at Washington. From a reply received from the Assistant Attorney General, the following extract is made: "The U. S. statutes have nothing whatever to do with the question of liability of the subscriber for the subscription price to a newspaper; it is simply the post-master's duty to deliver the paper to the person to whom it is addressed, so long as the addressee will receive it, and he has no right whatever to make any inquiries concerning the status of the subscription." It may be added in conclusion that the whole matter is under the control of local or State laws, so that what is true in one State would not apply in another. A new sub-

scription law—not postal law—may have been passed in Illinois, but that would not affect the Michigan or the Pennsylvania publisher. The best plan is to consult a lawyer.—[*Ed. PRINTERS' INK.*]

COMMENDATIONS.

CLINTON, N. Y., March 4, 1890.

Editor of PRINTERS' INK:

* * * PRINTERS' INK is a splendid little magazine.
J. B. & H. B. SVES.

HENDERSON, Ky., March 4, 1890.

Editor of PRINTERS' INK:

* * * The writer reads every word of PRINTERS' INK every week, and can hardly say as much of any other exchange.

LYNE & MARSHALL.

EDWARD PERRY & Co.,
MANUFACTURING STATIONERS,
CHARLESTON, S. C., Feb. 28, 1890.

We read your little journal with much profit. We like the idea of reproducing attractive advertisements.

EDWARD PERRY & Co.

LOS ANGELES, Cal., Feb. 17, 1890.

Editor of PRINTERS' INK:

* * * I find many good things in PRINTERS' INK, both as to advertising and in the way of selected facsimile.

WILLIAM GALER.

AMERICAN OFFICERS' AND
DETECTIVES' UNION,
MOBILE, Ill., March 4, 1890.

Geo. P. Rowell & Co.:

No use in talking, PRINTERS' INK takes not only the cake but makes a clean sweep of the entire bakery. * * *

FRANK ANDERSON.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 25c. a line.

THE HOUSTON POST—All South Texas.

THE OREGONIAN—Whole North Pacific.

3,000 Liberal Advertisers use Challen's Record of Contracts.

ADVERTISING AGENCIES use and sell Challen's Records.

3,000 Newspapers use Challen's Advertising and Subscription Books.

NEW YORK WEEKLY.—\$1.25 per agate line. Circulation over 200,000.

SALT LAKE TRIBUNE.—Most powerful medium in Utah. Anti-Mormon.

BRIDGETON (N. J.) NEWS prints 3,500 daily. Largest circulation in South Jersey.

CENTRAL ONTARIO "Trenton Courier." Advertising, 6c. per inch. Weekly.

HOME, FARM AND FACTORY, St. Louis, Mo., A 1; 60,000; one inch, \$30 a year.

PRINTERS supply companies sell Challen's Advertising and Subscription Records.

GRASS VALLEY, Cal. Richest district in the State. TIDINGS (d. & w.) covers it.

SENTINEL, Ionic, Mich. Largest circulation in county. Only Republican paper.

FOR Cheap Pamphlet Printing, write for estimates. Ward & Cobb, Lockport, N. Y.

FACTORY price. Ship direct. Cat'logs free. Hulbert Fence & Wire Co., St. Louis, Mo.

HEROLD DES GLAUBENS, St. Louis. Established 1880. Weekly. Circ'n 19,000.

THE HOME CIRCLE, St. Louis, Mo. Monthly; 75,000 circ'n. Rate, 50 cents per line.

LANDWIRTH, St. Louis. Agricultural. Monthly. Circ'n 21,000. Present rate, 10c.

SUNBEAM, Seligman, Mo. E. O. W. Circ'n 1,560 in S. W. Mo. & N. W. Ark. Rates low.

ISLAND REPORTER, Sydney, Nova Scotia. Unique Scotch constituency. Large circ'n.

LYNN (Mass.) ITEM. 8 pages. Average daily circ'n, 8,000. Best advertising medium in the city.

THE EVENING WISCONSIN, Milwaukee, has the largest circulation of any daily in the State.

ARKANSAS BAPTIST.—Five cents per agate line. Sworn circulation over 7,000. Little Rock.

THE DAILY GLOBE, Fall River, Mass. Largest circulation (over 4,500) in city of 75,000 people.

AN ADVERTISING MANAGER wanted for a New York religious weekly. Address 167 W. 49th St.

DAILY Sunday, Weekly. Monthly.—TRUTH, Elkhart, Ind. Best advertising medium in the State.

SAN FRANCISCO CHRONICLE. The leading newspaper of the Pacific Coast. Has the largest circulation.

COLORADO EXCHANGE JOURNAL is the monarch of Western industrial weeklies, \$3.00 per year. Denver.

ADVERTISER (Oxford County), Maine, is the local paper of that County. Over 2,400 yearly subscribers.

\$1,000.00 FORFEITURE! For full particulars send to OXFORD COUNTY ADVERTISER, Norway, Me.

THE DENVER REPUBLICAN sweeps the State—Colorado. A "Pure Gold" medium—"Pride of the Rockies!"

MOST PROSPEROUS EVENING PAPER in U. S.—PHILADELPHIA ITEM. Eight pages every day for ONE CENT.

IT WILL PAY to advertise in WEST SHORE, published at Portland, Or. It circulates everywhere in the West.

WHIPPED CREAM SODA has the track. "I can put you on." Address for pointers, GEO. C. HENRY, Burlington, Ia.

THE DENVER REPUBLICAN printed and sold during the month of February, 1890, 88,791 copies, a daily average of 14,528.

MONTANA'S MINES are famous. WEST SHORE, the great Pacific Coast illustrated weekly, has a large circulation there.

THE MEDICAL WORLD. Circulation larger than that of any other medical journal in the world. Send for rates. Philadelphia.

FAMILY STORY PAPER.—Circ'n larger than any other story paper. \$1.25 per line. JOHN LANE, P. O. Box 526, Trib. Bldg., N. Y.

ADVERTISERS can get Challen's Record of Contracts of the advertising agency they patronize, or for cash of Challen, 10 Spruce St., New York.

ADVERTISERS of Proprietary Medicines receive good results from NEW YORK WEEKLY. Send for sample copy and examine advertisements.

THE HOUSTON POST is the cheapest and most thorough medium by which advertisers can get before the people of Eastern, Southern and Western Texas.

IT PAYS—To advertise in best medium. **THE FINDLAY JEFFERSONIAN** is the BEST in Northern Ohio. Daily and Weekly. Rates low. Specimen copies free.

ONE CENT A LINE per 1,000 circulation is what it costs to advertise in CHIPS, Altoona, Pa. Published monthly. Sworn circulation, 5,000. Often runs 4,000.

THE LORD & THOMAS Religious Newspaper Combination is the medium for advertisers to reach the best buyers of the West. Lowest rate by all advertising agencies.

SODA FOUNTAIN MEN: You have all heard of Whipped Cream Soda. To learn all about it, and get "Fountain Pointers," address GEO. C. HENRY, Burlington, Ia.

THE SENTINEL, Daily and Weekly, Knoxville, Tenn., covers thoroughly the thriving growing section of the New South. Guarantees largest local circulation. Specimen free.

JOURNAL OF AGRICULTURE, weekly. Guaranteed and sworn circulation 45,000 weekly, 2c. per agate line. Send for sample copy. Journal of Agriculture, St. Louis, Mo.

ELECTROTYPES.—A large stock of electrotypes of engravings—embracing all subjects—at nominal prices. **THE PRESS ENGRAVING CO.**, 88 and 90 Centre St., N. Y.

EXPERIENCED ADVERTISING Solicitor and Correspondent desires to represent first class trade publications in Pittsburg, Pa. Best references. Address "MCK," care **PRINTERS' INK.**

THAT old, reliable, and in every respect first-class newspaper—**THE SACRAMENTO RECORD-UNION**.—Geo. F. Rowell & Co. Admittedly the most important medium in California, outside of San Francisco.

THE UNION, Wellsville, O.—Shrewdest, most successful patent medicine manufacturers of the world use it. Ask Hood, Ayer, Warner, Bucklen, etc., how it pays. Special low rate inducement this year.

WICHITA, KAN.—"PRINCESS OF THE PLAINS," and **THE EAGLE**, printed on a perfecting press, from stereotyped plates. Greatest of all Kansas dailies. Reaches 150 Southwestern Kansas points every day.

REPUBLICAN JOURNAL, Littleton, N. H.—Largest circulation (3,720) of any local paper in N. H., and larger than any two in Grafton, Carroll or Coos counties. See Rowell & Co's List of Preferred Newspapers.

WEEKLY JIMPLICUTE, Jefferson, Texas (now the great iron center of the Southwest), established in 1863. Circulation covering all East and North Texas. Specimen copy sent advertiser on application.

LEATHER NOVELTIES.—Send for our price list of Coin Purse, Money Bags, Tobacco Pouches, Advertising Specialties, &c. Address F. B. MILLS & CO., Manufacturers of Leather Novelties, Gloversville, N. Y.

THE DETROIT JOURNAL—the only evening paper in Michigan having the Associated Press service. Independent, clean and newsy; a distinctively family daily, taken into more homes than any other paper in Michigan.

THE LEAVENWORTH EVENING STANDARD yesterday declared its semi-annual dividend of 5 per cent.—*Leavenworth Times*.—**THE STANDARD** is the only daily paper in Kansas that earned 10 per cent. on its capital stock for 1890.

FOR a specimen of what fine work can be done with a comparatively low-priced ink, see the pictures on outside pages of the *New York Clipper* for March 15, printed with a 25-cent ink made by the W. D. Wilson Printing Ink Co., Limited, of No. 140 William St., New York. In small lots of 5 or 10 pounds the price is 90c.

NEWS—Daily and Weekly—Established, 1871; **SUN**—Daily and Weekly—established, 1877; consolidated, 1889. Griffin, Ga. Circulation of two papers, with rates of one. Covers field completely. Now is time to make contracts.

PORTLAND, OREGON, in proportion to size, does the heaviest business of any city on earth. Population 8,000. Wholesale trade for 1890, \$118,000,000. **THE OREGONIAN**, like the lawyer's argument about the snow, "covers the entire ground."

OFFICERS' PRIVATEER, a Police and Detectives' Journal. Established 1886. Devoted exclusively to the interests of the Police and Detective profession. Address **OFFICERS' PRIVATEER**, Moline, Ill. FRANK ANDERSON, Editor and Proprietor.

THE enterprise of the **KANSAS CITY TIMES** never lags. They are now running a fast newspaper train, called "The Times Flyer," over the Union Pacific, covering 30 points in Kansas, reaching the most distant at 8.45 A. M. **SUNDAY TIMES**, over 32,000!

JUDGING from the patronage of Texas advertisers, **THE HOUSTON POST** is the most popular Daily in Southern Texas. It publishes more "want" ads. than all Texas dailies combined, and is the recognized State medium for "wants." Circulation considered, rates are very low.

INFLUENTIAL PAPERS HELP SALES. With the leading families of the country live the teachers. These all read the **POPULAR EDUCATOR**, of Boston, recognized at home and abroad as the leading educational organ of America. Received gold medal at Paris Exposition.

THE BALTIMORE MORNING HERALD printed and sold, during the year 1889, 7,467,070 copies, a daily average of 23,840 copies; Sunday Herald, 18,000; and Weekly Herald, 14,000. **THE MORNING HERALD** seems to be the only newspaper in Baltimore that is willing to "show up."

CATCH ON QUICK. Regular edition of *Webster's Dictionary*, containing over 1,000 pages, and 3 months' subscription to **NEW YORK WEEKLY**, for \$3. Offer it to your subscribers for \$4. This is unparalleled. Send for photo-electro. **STREET & SMITH**, Publishers, 25 to 31 Rose St., N. Y.

IT SPEAKS FOR ITSELF.—**THE TROY PRESS** is one of the finest advertising newspapers in America. Its columns are full of announcements of energetic dealers. It has the largest circulation and the largest number of advertisers, and it is the most popular paper printed in Troy, N. Y.

FOR SALE.—Daily and Weekly newspaper plant, in one of the best cities in Ohio. Job office in connection. Average profits for the past four years, 15 per cent., on valuation basis of \$25,000. Satisfactory reasons for wanting to sell. Address all correspondence to **EDITOR PRINTERS' INK**, New York.

THE PITTSBURGH PRESS has furnished Geo. F. Rowell & Co. with a detailed statement of circulation covering every issue for 1889. Total, 10,578,382 copies, or an actual daily average of 34,347 copies printed and SOLD. LEADS THEM ALL. Yearly rates, only SIX CENTS A LINE, each insertion.

E. V. SMALLEY, writing in *The Century Magazine*, of the North Pacific Coast, says: "There is no parallel case in the United States of a single rich and prosperous newspaper having an absolutely unbroken record of a large field of circulation—about 1,000 square miles," referring to the **PORTLAND OREGONIAN**.

THE SIOUX CITY DAILY JOURNAL.—Largest circulation of any daily published in Iowa. Exclusive territory, which cannot be reached by any other paper on day of publication. Yields large returns to advertisers. Rate sheet and sworn statement of circulation sent upon request to the publishers, **PERKINS BROS. CO.**, Sioux City, Ia.

FARM POULTRY, Boston, Mass.—Able edited to interest and instruct the many thousand artisans, mechanics and families in the suburbs of large towns who, as well as farmers, keep a few hens; therefore, an excellent general advertisers' medium.

THE ARGONAUT is the only High-Class Political and Literary Weekly published on the Pacific Coast. It goes into all the well-to-do families of the Pacific Coast. It has a larger circulation than any paper on the Pacific Coast except the San Francisco dailies. Thousands of single stamped copies of it pass through the post-office every week, remailed by subscribers.

ALL EYES are now turned upon Texas—their cotton crop alone amounts to \$30,000,000 this season. "An Empire in Itself."

To cover it, an advertiser should use the five papers composing the Texas Associated Press, viz.: The Fort Worth Gazette, San Antonio Express, Houston Post, Austin Statesman and Waco Day (successor to Examiner). This combination is a winner and cheaper than ever. Beautifully printed on a world-famous Hoe perfecting machine. It is fully abreast of the times. **THE WEEKLY AVALANCHE** has now the greatest circulation of any weekly paper in Tennessee. The average for every issue of 1899 was 31,326 copies. Present circulation 37,000. **THE DAILY AVALANCHE** 7,600 and **THE SUNDAY AVALANCHE** 9,548.

SAYS ONE: "A POUND OF FACTS IS WORTH A TON OF TALK." **THE MEMPHIS AVALANCHE**, Old, Long Established and Valuable, now in its 35th year and better than ever. Beautifully printed on a world-famous Hoe perfecting machine. It is fully abreast of the times. **THE WEEKLY AVALANCHE** has now the greatest circulation of any weekly paper in Tennessee. The average for every issue of 1899 was 31,326 copies. Present circulation 37,000. **THE DAILY AVALANCHE** 7,600 and **THE SUNDAY AVALANCHE** 9,548.

THE PHILADELPHIA ITEM is one of the four dailies in the United States credited by the American Newspaper Directory for 1899. Geo. F. Rowell & Co., Publishers, with an average daily circulation exceeding 130,000 copies each issue. For the twelve months ending December 31, 1899, the actual average issues of each edition of **THE ITEM** were as follows: Daily, 164,991; Sunday, 151,728; and Weekly, 32,480. An advertiser who inserted four lines one time in **THE DAILY ITEM**, at a cost of \$1, reports having received 237 answers from it. This is the kind of advertising that **PAYS!** **THE ITEM** comes nearer being a medium of universal circulation than any newspaper in Philadelphia.

A MEDIUM of tremendous power—**THE PORTLAND OREGONIAN**, commanding and creating in its influence. Given the "Pure Gold" or bull's eye mark by Geo. F. Rowell & Co. An advertisement in **THE OREGONIAN**, Daily, Sunday and Weekly, reaches more readers than an advertisement in all the other dailies in Oregon and Washington combined. It is more largely read in proportion to the number of copies printed than any newspaper on the globe. Monopolizing the Western Union wires between San Francisco and Portland at a cost of \$100,000 a year for that one item, gives it power and prestige. Delivered by carrier in Tacoma, Seattle and Walla Walla on day of publication.

THE TOPEKA CAPITAL, published at Topeka, Kansas prides itself upon its ability to thoroughly cover its own State. It is untiring in its efforts to extend its circulation within the borders of Kansas. The daily edition, besides having a large circulation at Topeka, the capital city, with a population of 50,000 people, reaches every small city and town in the State. The Weekly edition is read by the farmers of Kansas, and reaches over 1,000 post-offices and every county in the State. Advertisers desiring to reach Kansas readers can do so more effectively through the columns of the Daily and Weekly **CAPITAL** than by using any five other publications that can be named. Write for terms and prices to **THE CAPITAL**, Topeka, Kansas, or to any of the leading advertising agents in the United States.

PORTLAND, MAINE, EVENING EXPRESS.

—Wide-awake, enterprising, progressive. Largest daily circulation in Maine. Lowest rates, considering circulation. Will furnish detailed statement of circulation, showing each day's issue. Read by all classes. Advertisers can reach more buyers in Portland and vicinity, through the **EXPRESSION**, than by any other medium mentioned in Rowell's "Preferred List."

THE STORY OF THE YEAR, as told in cold figures by the **DENVER REPUBLICAN**: The total circulation for 1899, is 4,955,072, or an actual daily average of 13,330 copies each issue. The fourth quarter of the year (Oct., Nov. and Dec.) averaged 14,349 copies daily, and 2,530 Sundays, and 6,340 weekly. The growth in circulation and business of the **REPUBLICAN** is in keeping with the growth and prosperity of Colorado, which has been nothing short of the marvellous.

TO THE LOCAL EDITOR: Every advertiser ought to subscribe for **PRINTERS' INK**. The subscription price is \$2 a year, and is worth the money. It is published weekly. If there are any persons in your neighborhood who are interested in advertising, we advise you to secure their subscription for **PRINTERS' INK**, and collect the money \$2 a year for each subscription. You can keep the money—put it in your own pocket—and may pay for the subscriptions by causing an advertisement of **PRINTERS' INK** (which we will send you for this purpose) to be inserted in your paper. In this way you can secure a cash advertising order, do a service to your neighbor (who is or ought to be interested in advertising), and advance the interests of advertising generally. Address **THE GEO. F. ROWELL & CO., Publishers of PRINTERS' INK**, 10 Spruce St., N. Y.

BIRMINGHAM, Ala. is only 13 years old, and yet it has a settled population of 60,000 prosperous people, and does a jobbing trade of \$60,000,000 annually. It is rightly called the "Magic City of the South." With 27 furnaces in full blast, employing 15,000 men, at a total monthly pay roll of \$1,500,000, with graded streets, electric lights, water-works, street railways, a magnificent new hotel, and a daily newspaper—printed on a perfecting machine from stereotype plates—it may well feel proud. **THE AGE-HERALD**, the only morning paper in Birmingham controlling the exclusive franchise of both the Associated and United Press Associations, has just furnished Geo. F. Rowell & Co. a statement of their circulation for October, November and December, 1899, showing an actual average as follows: Daily, 6,102; Sunday, 8,877; and weekly, 17,983. This is conceded the greatest circulation of any newspaper, daily, Sunday or weekly, in the State. Out of a total of 1,750 post-offices in Alabama, the **WEEKLY AGE-HERALD** reaches 1,600.

TO REACH 40,000 SHOE AND LEATHER MEN—The Shoe and Leather Reporter Annual, for 1899, contains a list of the tanners, boot and shoe manufacturers, dealers in boots and shoes, leather and finders, hides, skins and wool, and shoe machinery in the United States and Canada, carefully estimated at 39,750 names. For the purpose of inducing subscriptions, a sample copy of **PRINTERS' INK**, of the issue of April 2, 16, 23, or 30, will be sent to every individual or firm named in this list. To one-fifth, April 2; to one-fifth, April 9; to one-fifth, April 16; to one-fifth, April 23, and to the remainder, April 30. The fact that many of these business men are believers in advertising as a means of increasing the sales of the goods that they deal in, is attested by the columns of the daily and weekly press, and by the large amount of advertising carried by their various trade papers. An advertisement setting forth the merits of a first class newspaper as an advertising medium, and appearing in these special issues of **PRINTERS' INK**, should and probably would attract favorable notice from those into whose hands the paper comes. Orders for advertising in **PRINTERS' INK** are solicited.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.
Office: No. 30 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two Dollars a year in advance; single copies, Five Cents. No back numbers.

ADVERTISEMENTS, agate measure, 25 cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or Last Page, \$100. Second Page, next to the Last Page, or Page first following reading matter, \$75. Double-column advertisements, occupying less than half a page, charged double price. Special Notices, two lines or more, charged at 25 cents a line. Advertisements must be handed in one week before the day of publication.

NEW YORK, MARCH 29, 1890.

PRINTERS' INK is the trade journal of American advertisers. It is recognized as the representative paper in its chosen field. Every week subjects of interest to newspaper advertisers—and therefore to publishers—are discussed in its pages. In order to extend the usefulness of the publication, it is desired to make it the rendezvous of all interested in the business management of newspapers. Timely articles and discussions of questions coming within its scope are always welcome. That there are matters which publishers find it profitable to discuss publicly is shown by the proceedings of the various State press associations. Many of the things said at press conventions deserve a larger audience than would be possible at such gatherings. PRINTERS' INK offers its services in giving men with ideas a suitable circle of hearers. All such are invited to send PRINTERS' INK communications having a bearing upon the business of advertising either from the advertiser's or the publisher's standpoint. If the ideas expressed do not agree with those of the editor of PRINTERS' INK all the better, for he will take the liberty of expressing his own as well, if it seems advisable to do so.

FRANK A. MUNSEY, the successful proprietor of the *Argo* and *Munsey's Weekly*, was a telegraph operator ten years ago, says the *New York Press*, at Augusta, Me. He is not over thirty-five years of age, is a bachelor and lives at the Windsor Hotel.

WHEN, Where, What and How are the four points of the advertising compass.

ALMANACS are a thing of the past, in the way of advertising, except in the country; and even there the only people who lay much store by them are not buyers.

An advertising philosopher inquires, with epigrammatic superficiality: "What is the use of advertising a four-dollar publication in a fifty-cent medium? Why should we hope for profit if we present the merits of a four-dollar article to a fifty-cent man?" This sounds very clever, but it will hardly bear logical examination.

PUBLISHERS of newspapers for which there is not a very lively demand are frequently obliged to resort to curious devices in order to induce newsdealers to handle their publications. In this connection James W. Scott tells a very good story at his own expense. It was some time after he had become the publisher of the *Chicago Herald*, and, while the paper was on the high road to success, it had not achieved its present degree of prosperity. One day, while on the street, Mr. Scott called up a newsboy and asked him for a copy of the *Herald*, intending to impress him with the necessity of keeping the paper in stock. The boy, however, knew his customer, and as he did not have the *Herald* he shouted to another newsboy on the opposite side of the street: "Hey, Jimmy, here's der boss of der *Herald* wants a copy."

A CANADIAN paper, devoted to the science of advertising, makes the following comparison:

A business may be likened to an arch; if capital and labor represent the pillars, then advertising is the keystone, without which the structure must crumble.

Sweeping statements of this kind are often made, but they sometimes lack the one essential of truth, for the reason that there are lines of business in which it is not easy to see how advertising can be of enough use to justify the requisite outlay. For example, there are instances where a manufacturer does a large business, and yet has not in the entire country over a dozen possible customers for his product. With these he is personally acquainted. To tell this man that he cannot succeed without advertising is to make a statement which bears absurdity on its face.

DAVID PRYSE MACKAY, publisher of the Detroit Sunday *Sun*, began the publication of an evening paper, to sell for one cent, on March 10. It is the only penny paper in Michigan.

APROPOS of a paragraph in an exchange to the effect that there is money in the newspaper business, the Houston (Tex.) *Tribune* brightly remarks: "To be sure. But what annoys us is the conundrum, 'How in thunder can we get it out?'"

A telegraphic dispatch from Toronto, Ont., states that W. P. McLean, publisher of the *Globe*, has been fined for printing an advertisement of the Louisiana lottery. Similar charges were preferred against the publishers of the *Mail* and *News* but they plead not guilty and were remanded.

THE following interesting advertisement is extracted from the personal columns of the New York *Morning Journal*:

MISS MUSTAFALA MIRALAI gives lessons in her mother tongue. 435 East 9th street, ground floor, front.

Curiously enough Miss Miralal neglects to state what her mother tongue is.

THE New York *Mail and Express* makes the following argument for the afternoon paper as an advertising medium: "Morning papers are carried to the office. Afternoon papers are taken home and read. All purchasing for household supplies—clothing, dry goods, shoes—is planned at home. There is the place your advertisements are read."

THE Georgia papers are having an interesting time, all to themselves, discussing what they style the "Heads I win, tails you lose," agencies. The Cuthbert *Liberal* has apparently had a very unpleasant experience with so-called newspaper advertising agencies, while the radical editor of the Rockdale *Banner* goes so far as to long for the day when "our brother journalists will form an alliance to protect them from these 'top of column, next to reading-matter' trusts." The *Americus Daily Recorder* sensibly remarks: "Publishers don't have to take any offer that may be made. Allow only reputable agencies a commission. Do your work right, and you will have little trouble."

NEVER deface nature by advertising signs. You would lose the custom of more people than you would gain thereby. The most intelligent, who are generally the best customers, resent vandalism.

NEW YORK has a new one-cent evening paper called the *Graphic*. The proprietor is R. A. Corrigan, and the editor, M. H. Stevens, formerly of the Kansas City *Journal*. It is a straight Republican paper without illustrations.

AN important question which every publisher has to meet and decide for himself is this: Is the commission usually allowed to agents too high? The tendency is toward a lower commission! It may be taken as established, that the better the paper—the more it is sought by advertisers—the lower the rate of commission it will be obliged to allow agents. It would seem, therefore, to be natural that a rich and strong paper should urge the weaker ones to reduce the rate of commission, and thus attract the patronage of the agents toward its own columns! To insert a ten-line advertisement once in all the 1,400 daily newspapers published in America would cost something more than \$700; yet seven daily papers can be named which print in the aggregate one-seventh of the total issue of all, and in these seven great papers a ten-line advertisement can be inserted once for something less than \$14; consequently if the small papers are to compete with the large ones in price as compared with circulation, the cost of inserting the ten lines in the whole list should be less than \$100 instead of more than \$700. It will be perceived that the circulation of each one of these great papers is equal to the issue of 200 average daily editions of all the dailies taken as they go. Other things being equal, the advertising agent will naturally advise his customers to use the great papers first, and if the small papers reduce the commission allowed to the agents to a percentage so small as to barely pay for postage and stationery, the agents will naturally shrink from transacting business which must bring with it loss instead of profit. A contemplation of what has been said above will show to the publisher of a small paper that his more successful rival in the large city is not entirely disinterested when he advises that the commission to agents shall be reduced.

Correspondence.

DO THEY STAND ALONE?

Established 1803.
THE ST. LOUIS REPUBLIC,
CHARLES W. KNAFF, Publisher.
CHARLES H. JONES, Editor.
THIRD AND CHESTNUT STS.
ST. LOUIS, March 8, 1890.
Geo. P. Rowell & Co.:

Your inquiry respecting the custom of *The Republic* in the matter of allowing large advertisers a deduction from our regular rates equivalent to the commission that would be allowed an advertising agent, has been brought to my attention by Mr. Brooke, the manager of *The Republic's* New York office. He advises me he has informed you that *The Republic* will not do this under any circumstances, and he is entirely correct in that statement. There is no reason that I can comprehend why the commission allowed the agent, for special services in procuring an advertisement, should be granted the advertiser. *The Republic* has but one advertising rate, and that is always the same, under similar conditions, to either the advertiser or the advertising agent. It is not, to my mind, a matter that concerns the advertiser at all if a newspaper publisher sees fit to pay a reasonable compensation to the advertising agent who takes pains to secure an order, and who gives his personal credit as a guarantee for the payment of bills. These are things that properly merit recognition and compensation. If the commission granted for this purpose is also given the advertiser, it is no longer of any value to the advertising agent, the practical effect of such a course being to destroy the agent's commission. Every sensible publisher cannot but see that this is the fact, so that the only wise course to follow is that of allowing the agent's commission only to those who are in actual fact agents, and performing such special services for his paper as deserve compensation.

Pardon me if I have entered somewhat into detail in this statement of my views, but it seemed in place in view of your inquiry of Mr. Brooke. Let me assure you again that *The Republic* has not varied from the strict conditions of its rate card at any time during the past twelve months, and does not intend to do so. To grant the advertiser the commission allowed the agent would be a very material variation from the rate card, and you can count confidently in every case upon the fact that *The Republic* will stick close to rates, knowing that you will always know just what its lowest and best rate is. The printed card will always tell the full story.

CHAR. W. KNAFF,
Publisher of *The Republic*.

THREE or four or five-line advertisements are all right for a ten or fifteen cent article, but we believe the more information given in a newspaper advertisement the more numerous will be the replies.—*Agents' Guide*.



Druggists Can Make Money on These Goods.

Circular, with full particulars, on application.

JOHN BIRCH & CO.,
79 Washington St., Brooklyn, N. Y.

FAMILY ICE MACHINE

Ice in a few minutes. Price, \$10 to \$185.
L. DERMIGNY, 126 West 25th St., New York.


234 BROADWAY, NEW YORK, March 1, '90.

To DRUGGISTS: In response to the growing demand, I am now putting up a dollar size of

Frink's Eczema Ointment,
and beg leave to quote you the following

WHOLESALE PRICES:
\$1.00 size, \$3.00 a dozen; 10 per cent. discount
50c. size, \$4.00 a dozen; on orders exc. \$30.00.
Yours truly, HENRY C. FRINK.

PRONOUNCED BY ALL WHO USE

Dr. EVORY'S
CALIFORNIA  **CATARRH**
BENEDY

The Best in the World—Take no Other.

50 cts. by Druggists or Mail. Testimonials Free
A. F. AVORY & CO., Props.,
186 GREENWICH ST., NEW YORK CITY.

To Large Advertisers

Advertising Expert of 30 years' experience will consider change of position. Is thoroughly posted in regard to bottom prices, and has special "knack" in devising strong, telling ads. Is a very cheap man, considering what he can get in way of prices, position and service. Salary expected from \$7,000 to \$10,000, according to amount of work to be done. Address "X. Y. Z.," care E. B. Dillingham, Hartford, Conn.

What can be better as an ADVERTISING MEDIUM than the

Druggists' Calendar and Diary?

It has a large, regular monthly circulation among the best class of druggists, reaches the entire drug trade four times a year, and is permanently in use by them.

Every business hour of the day,
Every day of the week,
Every day of the month,
Every day of the year.

It goes right to the spot! Advertisers will appreciate that fact. We guarantee better results for the money invested in advertising space in this Journal than in any other. Rates made known upon inquiry.

Address B. FENNER,
Westfield, N. Y.

Druggists! One More Chance!

The two best druggists' journals at half-price for one year.

The Formulary and Druggists' Magazine, monthly.

The Druggists' Calendar and Diary, monthly.

Each published at \$1 per annum, but, to give all a chance, we extend our special half-price offer until April.

One Dollar for both Journals
One Year.

750 pages of choice pharmaceutical literature, valuable formulas, hints and suggestions, for \$1. Can you afford to be without them? Address

B. FENNER, Westfield, N. Y.

DRUGGISTS!**FREEMAN'S
FACE
POWDER**

Is the most perfect Face preparation made. Don't rub off. Impalpably fine. A lady once induced to try it, remains always a customer.

It is not sold to Dry-goods trade

Won't it pay to handle the **BEST**, when you are protected?

A box will gladly be sent for inspection, and sample Ladies' Blotting Pads, used for advertisements, when this paper is mentioned and business card accompanies request.

\$1.75 and \$3.75 per dozen.

Freeman Perfume Co.,
523 E. 152d St., N. Y., and
Cincinnati, O.

Have you asked your jobber for that
exquisite new perfume,
FREEMAN'S "HIAWATHA"?

THE \$3 LIST!**Bargains in Advertising
IN
Daily Newspapers**

IN
Many Principal Cities and Towns.

Advertisers may select any 30 or more Dailies from the list, at a cost of \$3 per inch, a month, per paper; and the advertisement will be also inserted gratis in the Weeklies of the Dailies, as named in the catalogue.

A one-inch advertisement inserted one month in the *entire list* (including 254 Dailies and 232 Weeklies), costs \$600. For three months, \$1,800, less 10 per cent., or \$1,620 net.

The combined monthly issue of the Dailies is 9,067,300 copies, and of the Weeklies 1,683,800 copies.

Advertisements are forwarded the day the order is received, and *prompt insertion is guaranteed.*

For any selection of less than 50 of the papers approximately low figures will be given on application.

The List will be sent FREE!

Upon application to

GEO. P. ROWELL & CO.,
Newspaper Advertising Bureau,
20 Spruce St., New York.

The Housekeeper.

A JOURNAL OF DOMESTIC ECONOMY.

Published **SEMI-MONTHLY**, at **MINNEAPOLIS, Minn.**

CIRCULATION, 120,000 !

Large Quantity. Good Quality. Advertising Space Limited.

THE HOUSEKEEPER is published on the 1st and 15th of each month. It circulates among the mothers and daughters of the country. Advertisements in **THE HOUSEKEEPER** adapted to this class of readers bring quick returns.

ADVERTISING RATES:

Ordinary Advertising, per agate line, each insertion..... **\$0 75**

Reading Notices, per line, each insertion **1 50**

SCALE OF DISCOUNTS.

12 consecutive insertions.....	5 per cent.	500 lines.....	5 per cent.
18	10	1,000	10
24	20	3,000	20

Either one of the above scales of discounts may be taken, but under no circumstances can they be combined on the same order.

Copy for advertisement should be in not less than one month before date of publication.
We do not guarantee positions.

Advertisements received through any responsible advertising agency.

THE BUFFALO

Evening News

Published at Buffalo, N. Y.

CIRCULATION, - - 46,000.

Supported by Affidavit.

The largest circulation in the State outside the city of New York.

The largest circulation in the city of Buffalo.

A larger circulation than that of all the other Daily papers of Buffalo combined.

It reaches every night over 300 suburban towns.

The best advertising medium in Buffalo, as evidenced by the following strong endorsements:

Mr. J. A. Butler, Business Manager, "The News," City:

SIR—We beg to say that we know that the circulation of the NEWS is continually increasing, and has by far the largest circulation of any paper in the city, and as an advertising medium we are positive that it stands at the head, and we recommend it to all our friends. It ranks first as an advertiser. Would prefer an advertisement in your paper to any other two papers combined in the city. Yours truly,

POWELL & PLIMPTON,
Wholesale Druggists, Buffalo, N. Y.

To all whom it may concern:

This is to certify that the EVENING NEWS of this city has a circulation of over forty thousand daily, and which reaches into more families than any other paper outside of New York City. We therefore consider it the best advertising medium in Western New York.

Very truly yours,

MOORE & HUBBARD Drug. Co.,
Wholesale Druggists, Buffalo, N. Y.

Mr. J. A. Butler, Bus. Manager, "The News," City:

DEAR SIR—Having done quite a little advertising during the past two years, I find that I have obtained the best results from your paper. In fact, during nearly all of 1888 till date I have confined myself to the Buffalo EVENING NEWS, with results fully as large as when I was using the NEWS and the other Buffalo papers. I would be pleased to recommend the NEWS to any one desiring to reach the masses of the people.

Yours very truly,

OSCAR L. HARRIES,
Successor to Harries Bros., Druggists, Buffalo, N. Y.

Mr. J. A. Butler, Bus. Manager, "The News," City:

MY DEAR SIR—It affords me much pleasure to testify to the superior value of the NEWS as an advertising medium. I know from personal observation you have an immense circulation, exceeding by far that of any other daily published in the city. Being moderate in size and abounding in brief, concisely written items, editorials and news articles, I am sure it must be more thoroughly read than the other overgrown sheets filled with "padded-out" matter. To this fact I attribute in a large degree the superior value of the NEWS as an advertising medium. Cordially yours,

R. V. FIERCE,
World's Dispensary Association, Buffalo, N. Y.

Mr. J. A. Butler, Bus. Manager, "The News," City:

DEAR SIR—I have visited the press-room of the Buffalo NEWS several times. To the best of my knowledge and belief it has an average daily circulation of over 40,000 copies per issue, and I consider it worth all the other English papers put together in Buffalo as an advertising medium.

Yours truly,
O. E. FOSTER.
Foster, Milburn & Co., Props. "Thomas Electric Oil," Buffalo, N. Y.

T. B. EIKER, 50 Tribune Building,
Eastern Representative, NEW YORK.

The Chicago Newspaper Union

LISTS OF HOME PAPERS.

The best evidence of the value of these papers for advertising purposes is the testimony of those who are their patrons.

In last issue of PRINTERS' INK, a few letters from prominent advertisers were given. We select, in addition, the following:

CALIFORNIA FIG SYRUP COMPANY, }
LOUISVILLE, Ky., Feb. 27, 1890. {

GENTLEMEN—A few months ago we made a contract with you to run our advertisements in your list of co-operative papers, and the very large increase since then in the sales of our remedy, Syrup of Figs, would indicate that advertising in the co-operative papers has been of even greater benefit to us than we had anticipated.

Yours truly,

CAL. FIG SYRUP CO., per R. E. QUEEN.

TIFFIN MACHINE WORKS, }
TIFFIN, Ohio, Aug. 19, 1889. {

GENTLEMEN—We have advertised our Well-Boring Machinery in your lists for some years, and can say, with pleasure, that our money has been well spent. We expect to continue our advertising with you so long as necessary.

Yours truly,

THE IMPERIAL GRANUM COMPANY, }
NEW HAVEN, Conn., Aug. 20, 1889. {

DEAR SIRS—We take pleasure in saying that we have used your lists and in certifying to their excellence and value as an advertising medium.

Truly yours,

J. E. HEATON, Treasurer.

THE CHICAGO NEWSPAPER UNION COMPRISES THE FOLLOWING:

CHICAGO NEWSPAPER UNION LIST.

410 Papers. \$2.50 per line.

SIOUX CITY NEWSPAPER UNION LIST.

194 papers. \$1.25 per line.

SIOUX CITY PRINTING COMPANY LIST.

171 Papers. \$1.25 per line.

FORT WAYNE NEWSPAPER UNION LIST.

161 Papers. \$1.25 per line.

STANDARD NEWSPAPER UNION LIST.

105 Papers. 75c. per line.

INDIANA NEWSPAPER UNION LIST.

106 Papers. 75c. per line.

MILWAUKEE NEWSPAPER UNION LIST.

83 Papers. 75c. per line.

WISCONSIN PUBLISHERS' UNION LIST.

76 Papers. 75c. per line.

Combined Rate for the Seven Lists (1306 Papers), \$9 per line.

Reading Notices, set in Minion Type, 25 per cent. extra for space occupied, agate measurement.

For Catalogues or Information address

THE CHICAGO NEWSPAPER UNION,

271 & 273 FRANKLIN ST., CHICAGO,

OR 10 SPRUCE STREET, NEW YORK.

To Reach 40,000 Shoe and Leather Men.

The Shoe and Leather Reporter Annual, for 1890, contains a list of the tanners, boot and shoe manufacturers, dealers in boots and shoes, leather and findings, hides, skins and wool, and shoe machinery in the United States and Canada, carefully estimated at 39,780 names.

For the purpose of inducing subscriptions, a sample copy of PRINTERS' INK, of the issue of April 2, 9, 16, 23 or 30, will be sent to every individual or firm named in this list. To one-fifth, April 2; to one-fifth, April 9; to one-fifth, April 16; to one-fifth, April 23; and to the remainder, April 30.

The fact that many of these business men are believers in advertising as a means of increasing the sales of the goods that they deal in, is attested by the columns of the daily and weekly press, and by the large amount of advertising carried by their various trade papers.

An advertisement setting forth the merits of a first-class newspaper as an advertising medium, and appearing in these special issues of PRINTERS' INK, should and probably would attract favorable notice from those into whose hands the paper comes.

Orders for advertising in PRINTERS' INK are solicited.

The advertising rates are as follows: Advertisements (agate measure), 25 cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or last page, \$100. Second page, next to the last page, or page first following reading matter, \$75.

Every edition of PRINTERS' INK issued in 1890 has exceeded twenty thousand copies.

A full-page advertisement will be inserted in all the special issues from April 2d to April 30th, inclusive, for \$250, or a two-line special notice will be inserted in all the issues (5 in number) for \$2.50. More space pro-rata. The cost of addressing a postal card to all of these Shoe & Leather men would be more than \$400.

Copy for advertisements to appear in any issue must reach the office of PRINTERS' INK one week before the day of publication.

TO REACH THE SCHOOLS AND COLLEGES OF AMERICA.

The American College and School Directory for 1890 contains a list of Colleges, Seminaries, Academies and other educational institutions, and the names and addresses of the Principals; also a list of the various Schools of Science, Theology, Law and Medicine. A careful estimate places the number of names in the Directory at 7,609.

For the purpose of inducing subscriptions, a sample copy of PRINTERS' INK, of the issue of May 7, will be sent to every institution named in this list.

The Principals of many of these Schools and Colleges find in newspaper advertising the best and cheapest means of informing the public of the advantages of their respective establishments. This class of advertising generally commences during the month of May—and this special issue of PRINTERS' INK will reach these advertisers about the time when they are deciding which mediums to use.

GEO. P. ROWELL & CO., Publishers,
10 Spruce St., New York.

Have You Sent Your Order

For The Sunday School Times ?

On April 1st next the advertising rate of *The Sunday School Times* will be advanced from \$1.00 per line to \$1.25 per line, subject to our regular discounts.

Advertisers are offered the opportunity to place their orders for one year or less, *if received by us before April 1st*, at the \$1.00 rate on the basis of either Time or Amount discounts.

Contracts expiring during 1890, will be continued until April 1st, 1891, at present contract price, if the order to continue *is received by us before April 1st next*.

This advance of 25 per cent. in rate is caused by an increase of about 50 per cent. of circulation. The \$1.00 rate was made for 100,000 circulation. **The Sunday School Times** has now over **146,000** paid yearly subscribers and it is confidently believed that the average for 1890 will be larger.

About advertising in
THE SUNDAY SCHOOL TIMES,
ALWAYS ADDRESS
The Religious Press Association,
Chestnut and Tenth Streets,
(Mutual Life Building.) PHILADELPHIA, PA.

The Sunday School Times.
PHILADELPHIA.
The Presbyterian.
The Lutheran Observer.
The National Baptist.
The Christian Standard.
The Presbyterian Journal.
The Ref'd Church Messenger.
The Episcopal Recorder.
The Christian Instructor.
The Christian Statesman.
The Christian Recorder.
The Lutheran.
BALTIMORE.
The Baltimore Baptist.
The Episcopal Methodist.
The Presbyterian Observer.



ATTENTION is particularly invited to the
NEW INK called

WILSON'S RAVEN BLACK,

for book work and fine commercial printing.
It is unsurpassed by any ink in the market.
It does not skin!
Can be exposed a week or more without
injury!

Does not harden on rollers!
Does not dry on the disc!
Is free flowing in fountain!
Can be used on all classes of paper.
Dries quickly when worked.
DOES NOT OFFSET.
Is very brilliant.

Printers appreciate what a saving there is,
in buying this ink.
There is no waste.
Every speck of it can be used.

The last ounce will work as clean as the first.
Those who once try this ink, continue to
use it.

A trial order is solicited.

Sample Package (one pound) One Dollar;
delivered free to any address when the cash
accompanies the order. When ordered in large
quantities, prices will be as follows:

5 lb. Lots,	80 cents.
10 " "	75 "
25 " "	60 "
50 " "	50 "
100 " "	40 "

BILLS PAYABLE QUARTERLY.

Five per cent. discount for payment within
30 days from date of order.
Ten per cent. discount for cash with the
order.

W. D. WILSON PRINTING INK CO., Limited,
140 WILLIAM ST., NEW YORK.



BOSTON HERALD, Boston.

Daily, 133,000; Sunday, 105,000.

OMAHA BEE, Omaha, Neb.

Daily, 20,000, Sunday, 21,000; Weekly, 42,000.

PIONEER PRESS, St. Paul, Minn.

Daily, 20,000; Sunday, 22,000; Weekly, 20,000.

KANSAS CITY STAR, Kansas City, Mo.

Daily, 40,000.

BUFFALO TIMES, Buffalo, N. Y.

Daily, 33,000; Sunday, 25,000.

TOLEDO BLADE, Toledo, Ohio.

Daily, 12,000; Weekly, 110,000.

DEMOCRAT and CHRONICLE, Rochester.

Daily, 15,250; Sunday, 15,000; Weekly, 10,000.

A. FRANK RICHARDSON,

GENERAL SPECIAL AGENT,

13, 14 and 15 Tribune Building, N. Y.

SPRING OF 1890.

Our Country Home

NEW YORK.

WE GUARANTEE THAT

Our Country Home

Has a paid-in-advance SUBSCRIPTION LIST of more than

100,000

We prove our circulation by affidavits, or by postage receipts.

We will accept good business, either direct or through
any responsible advertising agency, subject to
proof of above circulation, or make
no charge.

OUR COUNTRY HOME

is published monthly, and is to-day recognized as one of the
Leading Rural Home Journals of America!

Each number consists of twenty-four pages, handsomely
illustrated and well printed.

ADVERTISING RATES.

Ordinary Advertisements, 60 Cents per Agate Line.

DISCOUNTS.

3 Months.....	5 per cent.
6 Months.....	10 per cent.
12 Months.....	15 per cent.

Send copy and order AT ONCE for April issue.

OUR COUNTRY HOME PUBLISHING CO.,
88 FULTON ST., NEW YORK.

WE HAVE JUST ISSUED
A NEW EDITION OF OUR BOOK CALLED
Newspaper * Advertising.

It has 232 pages, and among its contents may be named the following Lists and Catalogues of Newspapers:—

DAILY NEWSPAPERS IN NEW YORK CITY, with their Advertising Rates.

DAILY NEWSPAPERS IN CITIES having more than 150,000 population, omitting all but the best.

DAILY NEWSPAPERS IN CITIES having more than 20,000 population, omitting all but the best.

THE BEST LIST OF LOCAL NEWSPAPERS, covering every town of over 5,000 population and every important county seat.

ONE NEWSPAPER IN A STATE. The best one for an advertiser to use if he will use but one.

STATE COMBINATIONS OF DAILY and Weekly Newspapers, in which advertisements are inserted at half price.

A SMALL LIST OF NEWSPAPERS in which to advertise every section of the country; being a choice selection made up with great care, guided by long experience.

LARGEST CIRCULATIONS. A complete list of all American papers issuing regularly more than 25,000 copies.

NINE BARGAINS IN ADVERTISING (For Experimentors.)

BARGAINS IN ADVERTISING in Daily Newspapers in many principal cities and towns, a List which offers peculiar inducements to some advertisers.

CLASS JOURNALS, an extensive catalogue of the very best.

6,652 **VILLAGE**

NEWSPAPERS, in

which advertisements

are inserted for \$46.85

a line and appear in

the whole lot—one

half of all the Ameri-

can Weeklies.

Book sent to any address for **Thirty Cents.**

Address **GEO. P. ROWELL & Co., New York.**

We make Estimates

for those who express a desire and intention to place the advertising through us, and of whose good faith we have assurance, but there is no more expensive luxury for an advertiser to indulge in than to tie his agent's hands by getting him to tell in advance exactly what he will do.

Some publications are used economically on contracts for a single issue; in others insertion for a month may be had as cheaply as for a single week; but in furnishing an estimate in advance, if the agent attempts to go into details, his correspondence becomes voluminous and the advertiser confused.

The advertiser who sends his advertisement with an order to procure the best service possible for ten thousand, one thousand or one hundred dollars will get more for his money than he would had he required to be told in advance exactly what service could be promised.

GEO. P. ROWELL & CO.,
Newspaper Advertising Bureau,
10 Spruce St., N. Y.

The American Newspaper Directory for 1890 will be published and ready for delivery on Monday, March 31. The subscription price is five dollars; which includes, in addition to the book, a paid subscription for one year for **PRINTERS' INK**, which is published weekly, and contains, in almost every issue, information needed to bring the Directory reports down to date.

OFFICE OF JAMES PYLE & SONS,
NEW YORK, Feb. 15, 1890.

Messrs. Geo. P. Rowell & Co.,
10 Spruce St., City:

GENTLEMEN—

Kindly send us a copy of your
American Newspaper Directory

for 1890

with bill

as soon as published.

We find it about as valuable as a deaf man does an ear-trumpet.

Yours very truly,

JAS. PYLE & SONS.

The American Newspaper Directory for 1890 will be published and ready for delivery on Monday, March 31. The subscription price is five dollars; which includes, in addition to the book, a paid subscription for one year for **PRINTERS' INK**, which is published weekly and contains, in almost every issue, information needed to bring the Directory reports down to date.

GEO. P. ROWELL & Co. have a more thoroughly perfected system and better facilities for conducting the necessary negotiations with newspapers and watching the fulfillment of advertising contracts than has ever been attempted by any other house in this line in this or any other country. At their advertising bureau, which was established in 1865, have originated most of the methods of conducting such a business, which have proved to be permanently successful.—*Memphis (Tenn.) Avalanche*, Jan. 28, 1890.

The man who buys advertising can buy that which is cheap and worthless, or that which is worth something and therefore costs something. There are still a few advertisers who prefer to advertise wherever they can do so for the least money without regard to returns from the expenditure. But intelligent business men prefer to make their advertising investments where they give promise of bringing in the best returns. If there are any people in these United States who are good judges of advertising, of what it is worth and where it is worth most, they can be found in the office of **Geo. P. Rowell & Co.** We know whereof we speak, for our relations with them have been long continued and mutually satisfactory.—*Norwich (Conn.) Bulletin*, Jan. 28, 1890.



Miscellanies.

A newspaper is as easy to start as a family.—*Terre Haute Express*.

Dashwood—I am going to do something noble and get my name in the papers.

Merritt—If that's what you're after you'll have to do something bad.—*Ex.*

We do not know that George Washington was in the habit of writing for the newspapers, but if he was we suppose he signed himself "Veritas."—*Boston Courier*.

Pleasant for Johnson—To look at you, Johnson, no one would take you for a humorist.

"No?"

"No. And be hanged if they'd think you were a funny man to read your jokes, either!"—*Harper's Bazar*.

Springboy—What a pity I don't live in England! I might get into the poets' trust, if I did.

Bixby (not a poet)—Poets' trust! What under heaven is that?

"Well, it is sometimes called the 'Poets' Corner.'"—*Time*.

Woes of a Country Editor—Some two years ago we did a job of printing for a man just over the county line. Last week, thinking he might have forgotten the transaction, we sent a bill. He answers as follows: "Don't be in such a darned hurry; I'll have another job next spring and will pay you for both together."—*Jessamine (Ky.) Journal*.

Great Editor—I think it would be a good idea to print our circulation at the head of our editorial page. What's the population of this country?

Business Manager—About 70,000,000.

Great Editor—Well, we'll not claim a circulation of over 50,000,000. No use being hogish.—*New York Weekly*

Mean thrust : Caller (on wrong floor)

—This is the subscription office of the *Toma-hawk*, is it not? I wish to procure a few back numbers.

Exchange Editor (pointing to funny man)—Look in his column to-morrow morning.—*Chicago Tribune*.

Judge—Do you fully understand the nature of an oath?

Witness—I think I understand the form of an oath—yes, sir.

"Will you please answer my question as to your understanding the nature of an oath?"

"If you please, I am an affidavit editor."—*Terre Haute Express*.

This paper is the best medium through which to make your wants known. Only yesterday we printed the following advertisement:

"Wanted: a large house.

Address Manager."

Last night the troupe had a full house.

Another of same date:

"Wanted: Help, by man who has just fallen into the river. Apply at Landing."

There was a great rush and the man was saved. Now is the time to advertise.—*Way-out Champion*.



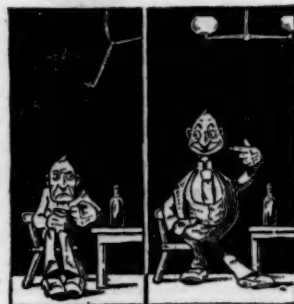
Dear Sirs: I became despondent,

And attempted to hang myself;



But the gas jet bent. Tried the paper-cutter;

It broke. Attempted to blow out my brains—



Had none. Intended to take poison, but

Took a dose of your tonic by mistake. In five minutes I was

a new man.

Ever yours, J. GEORGE.

—Light.